

## **MonaVie Gel: The Science of Fruit**

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### **Why MonaVie Gel**

With all of the same benefits of MonaVie Original juice, MonaVie Gel is a convenient way to get the benefits of MonaVie Original in a one fluid ounce foil packet. Traveling was never so easy. MonaVie Gel is great tasting healthy snack for children; we all know how difficult it is to get our children to eat their fruits and vegetables. MonaVie Gel is made with the same power-packed 19 fruits that are found in MonaVie Original with the addition of two natural ingredients: Maltodextrin and Xanthan Gum.

Maltodextrin is a moderately sweet polysaccharide used as a food additive. It is produced from corn starch and is usually found as a creamy white hygroscopic powder. Maltodextrin is easily digestible, being absorbed as rapidly as glucose.

Xanthan Gum is mainly used for the control of viscosity. It hydrates rapidly in cold water without lumping to give a reliable viscosity, encouraging its use as thickener, stabilizer, emulsifier and foaming agent.

The Acai berry is also the crown jewel fruit of the MonaVie Gel just like it is in the MonaVie Original functional health beverage.

The Acai berry is an amazing plant that has remarkable nutritional content that has allowed individuals in Amazonia to survive solely on the berry. Folk lore among the native Brazilians living in the north of Brazil tells stories of how Mother's who had difficulty lactating fed their babies Acai juice and their babies prospered. Every essential and non-essential amino acid is found in the fruit, making Acai a complete protein. Acai is nature's perfect food.

Açaí forms such an important part of the Brazilian diet, that up to two liters a day of it is consumed by individuals in the region. When fresh Acai is out of season, the Brazilians in the north of Brazil often lack energy and at times feel weak.

Why? Acai was found to have the following nutrients at appreciable levels:

Vitamin A (as beta carotene)	Calcium
Vitamin C (as ascorbate ion)	Magnesium
Vitamin E (as d-alpha tocopherol)	Copper
Vitamin D (as cholecalciferol)	Chromium
Vitamin B-1 (as thiamin)	Zinc
Vitamin B-2 (as riboflavin)	Iron
Vitamin B-3 (as niacin/niacinamide)	Sodium
Vitamin B-6 (as pyridoxine)	Manganese
Vitamin B-12 (as cyanocobalamin)	Selenium
Pantothenic acid (as free anion)	Boron
Biotin	Potassium
Folic Acid	Molybdenum
Inositol	Iodine

Additionally, Acai is an excellent source of vitamin A which is important to skin health, vision, growth and reproduction.

Perhaps what makes Acai most unique is its extremely high level of antioxidants and phytonutrients. When compare to other fruits, the Acai berry is the most powerful antioxidant known to man. When measuring a fruit for its antioxidant strength, an assay is used called Oxygen Radical Absorbance Capacity, ORAC for short. It is recommended that a person consume about 4,000 to 5,000 ORAC units per day or the equivalent of consuming approximately 7-10 fruits and vegetables per day. One gram of Acai (in a freeze dried powdered form) has an ORAC score of 1,027 units – making Acai the most powerful super food in the world.

In the U.S, surveys indicate that only 5% of Americans consumes five servings of fruits and vegetables per day; ingesting approximately 1,600 ORAC units per day. One MonaVie Gel packet provides approximately 1,600 ORAC units. The antioxidants found in MonaVie Gel are a key to fighting and controlling free radicals which can damage healthy cells. An over-production of free radicals which increase when we are stressed, ingest pollution or smoke cigarettes, cause our bodies to be “out-of-balance” and to suffer oxidative stress. Oxidative stress results when FREE RADICAL formation is unbalanced in proportion to the protective ANTIOXIDANTS

A decade ago, researchers were blaming oxidative damage for everything from cancer to heart disease. Now chronic, low-grade

inflammation is seizing the spotlight. Inflammation is the evil twin of oxidation. Where you find one you find the other. MonaVie was created to address this health problem of the 21<sup>st</sup> century. The "19 fruits" are chosen because of their high concentration of phytonutrients, which have been shown to be the best source of antioxidants and anti-inflammatory compounds in nature.

As consumers become savvier to the health benefits of phytonutrients, many of them will become household names much like vitamin C, potassium and folate. Currently, listing all of the phytonutrients on the MonaVie Original label and their concentrations would not serve a purpose. It is encouraging knowing that MonaVie is on the cutting edge of health and not merely replicating the past. The biological activity described as oxidation potential is a way to compare the benefits of one product over another. Hence, if grapes are valuable (which we know from the French Paradox), how much more beneficial is a fruit blend that has 10x the ant oxidation potential of grapes? Sugar laden Cocoa Puffs are fortified with vitamin K, folate and vitamin C; but how many children every day get a contribution from their diet the entire spectrum of pigmented fruits packed with phytonutrients?

Phytonutrients are dietary components that are somewhat new to the public in the field of nutrition. Phytonutrients are generally described as chemical components of plants that favorably alter the structure or function of the body. They have been shown to have beneficial effects on health and disease prevention. In an era of remarkable nutritional discoveries, it is appropriate to broaden our definition of a nutrient to include substances proven by rigorous scientific methods that are involved in disease prevention.

A short list of some of the better known phytonutrients contained in MonaVie to which specific health functions (specifically anti-oxidant and anti-inflammatory) have been attributed:

- Protocatechic acid
- Protocatchuric acdi
- Catechin
- Epi-catechin
- Eriodictyol
- Eriodictyol-7-glucoside
- Luteolin
- Luteolin-4-glucoside
- Isoquercitin
- Quercitin-3-arabinoside

Chyrsoeriol  
Eurpatorin  
Ferulic acid  
Hydroxbenzoic acid  
Gallic acid  
Kaempferol  
Ellagic acid  
Vanillic acid  
Coumeric acid  
Anthocyanin  
Proanthocyanin  
Anthocyanadin  
Cyanidin-3-glucoside courmarate  
Cyanidin-3- glucoside  
Polyphenols  
Flavinoids  
Flavanols  
Flavonols  
Beta-sitosterol  
Campesterol  
Sigmasterol  
Myricetin  
Resveratrol  
Pterostilbene  
Hippuritic acid

Since there are so many phytonutrients in the fruits used in MonaVie, I do not want to burden you with the thousands of research papers on all of them. Therefore I have selected a few from the Acai berry as well as some useful references regarding the fruits used and their contribution to chronic inflammation.

MonaVie Gel is un-equaled in the market place!

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